

SUCCESS STORY

Avon Gear Company

Michigan Manufacturing Technology Center

“Empowered employees are critical in driving operational improvements. Management must demonstrate their trust in their employees to do the right thing. Key employees were invited to lead our improvement efforts after MMTC’s coaching, and it really paid off for us.” Dave Share, President

Strategic Alignment Increases Market Share

ABOUT. Avon Gear is known for the design and production of large, complex, precision parts for heavy equipment industries in North America and beyond. Located in Shelby Township, Michigan, Avon Gear formed strategic partnerships with domestic and international companies, both to better meet customer requirements and to successfully compete in today’s challenging economy with rising material and energy costs. Established in 1974, the company has 100 employees.

THE CHALLENGE. Seeking to reposition itself to regain market share, Avon Gear reached out to the Michigan Manufacturing Technology Center (MMTC), a NIST MEP affiliate, for guidance. Impressed with MMTC’s data-driven, on-site assessment approach, Avon Gear’s management team participated in MMTC’s Leadership-In-Action Innovative Strategic Planning. Their goal was to better align company resources to drive operational improvements, regain market share within their core competencies, and establish a foothold in new niche markets.

MEP’S ROLE. The management team identified key employees to lead the improvement charge. Rather than dictating changes, management let the employees decide what to improve based on what they had learned during their training with MMTC. Avon Gear employees engaged the strategic plan and worked to improve operations with a specific return-on-investment in mind for each event. With ongoing mentoring from MMTC, the company launched into a series of improvement events, including building a new website, hosting multiple kaizen improvement events and implementing a standard work process.



RESULTS



Reached **6** new customers



10% overall operational improvement



Over **\$100,000** in bottom line savings

NEXT STEPS

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